

Message Text

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ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 COME-00 EB-07
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
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TO SECSTATE WASHDC 2501
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UNCLAS WELLINGTON 4755

E.O. 11652: N/A
TAGS: EALR, EGEN, NZ
SUBJ: OCTOBER RETAIL SALES FRACTIONALLY BELOW SEPTEMBER

REF: WELLINGTON 4623

1. DEPARTMENT OF STATISTICS FIGURES ON THE OCTOBER
RETAIL TRADE SURVEY PUT THE TOTAL VALUE AT \$380 MILLION.
AFTER CORRECTIONS FOR SEASONAL CHANGES IN PURCHASING
PATTERNS AND FOR TOTAL TRADING DAYS IN EACH MONTH, THIS
REPRESENTS A DECREASE OF 0.2 PER CENT BELOW SEPTEMBER
AND ONLY NINE PER CENT ABOVE OCTOBER 1975.

2. THE STORE TYPE GROUPS SHOWING THE LARGEST INCREASES
BETWEEN OCTOBER 1975 AND OCTOBER 1976 WERE IN GROCERY AND
DAIRY TYPES (11 PER CENT) AND FOOD AND DRINK TYPE
STORES OTHER THAN BUTCHER SHOPS (16 PER CENT). DRUG STORE
SALES ALSO SHOWED A 10 PER CENT RISE. SALES OF HOUSEHOLD
APPLIANCES, ELECTRICAL GOODS, RADIOS, T.V.
ETC. TYPE STORES FELL 18 PER CENT BELOW OCTOBER 1975.
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